



Utility and ESCO Partnering To Advance the Renewables Market

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More than 1 billion renewable kWh sold

STERLING
PLANET

Overview

- **Sterling Planet introduction**
- **Utility partnering program**
 - **Objectives**
 - **Advantages**
 - **Voluntary markets**
 - **Mandated markets**
 - **Partnership examples**



Sterling Planet

- **Founded in 2000**
- **First nationwide retail REC provider**
- **Nation's leading retail renewable kWh provider**
- **Renewable project developer**
- **Business, government and utility focus**
- **18 utility or ESCO partners nationwide**
- **Dual approach:**
 - **Voluntary markets**
 - **Mandated markets**



Mission

To harness the power of consumer demand to convert at least 10% of the nation's electricity production to environmentally preferable energy - energy that is diverse, domestically based and low impact - by 2012, while stimulating local economies and creating jobs.



Green America™ Partnering

Offering electric utilities and energy service companies (ESCOs) turnkey, a la carte services:

- **Design, launch and administer green marketing program**
- **Customize renewable offers for commercial customers**
- **Sell excess RECs from existing renewable projects**
- **Meet utility RPS requirements**
- **Develop new renewable projects**



Partnering Advantages (1 of 2)

- **Utility/ESCO in driver's seat**
- **Exclusive or non-exclusive marketing**
- **Utility branding or co-branding**
- **Complete or a la carte services**
- **Flexible signup levels and terms**
- **Diverse renewable source types**
- **Customized, localized supply**
- **And more . . .**





Partnering Advantages (2 of 2)

- **Certification options**
- **Less cost, less time to market**
- **Access to extensive utility experience**
- **Consistent performance**
- **National market presence**
 - **Leverage Fortune 500 client base**
 - **Achieve instant credibility**





Dual Markets

Voluntary Markets

- Customers voluntarily pay more for renewable energy
- Participating in 10 utility renewable marketing programs in:
 - Florida
 - Massachusetts
 - New York
 - Rhode Island

Mandated Markets

- Sell RECs to utility to satisfy RPS
- Manage RECs exchange among utilities
- Provide RECs to government agencies





Partnership in Action

Marketing Renewable Energy

Niagara Mohawk and Agway Energy Services

- Sterling Green™
- 40% new wind, 30% small hydro and 30% bioenergy
- New York state sources
- NYSERDA support
- University sales – Hamilton College





Partnership in Action

Marketing Renewable Energy

Long Island Power Authority

- Sterling Green™
- New York Clean™
- Blends of wind, small hydro and bioenergy
- New York state sources
- Schools initiative



Partnership in Action

Marketing Renewable Energy

Massachusetts Electric and Nantucket Electric

- Sterling Premium™
- 5% new solar, 15% wind, 30% bioenergy and 50% small hydro
- All New England sources

Narragansett Electric (RI)

- Sterling Supreme
- 25% new solar, 10% wind, 25% bioenergy and 50% small hydro
- All New England sources





Partnership in Action

Marketing Renewable Energy

City of Tallahassee (FL) Utility

- Wind Plus™ - 55% wind, 25% bioenergy, 15% small hydro and 5% solar
- Tallahassee Blend™ @ 2.5¢ / kWh - 80% small hydro and 20% solar
- Pure Solar @ 11.6¢ / kWh - 100% solar

Keys Energy Services (FL)

- Florida Evergreen™ - 25% solar and 75% bioenergy
- USA Green™ – 5% solar, 45% bioenergy and 50% wind



Partnership in Action

Focusing on Commercial Customers

- Teamed with Pepco Energy Services to customize renewable energy blend for The Tower Companies
- Teamed with Constellation NewEnergy to customize renewable energy for Starwood Hotels to offset hotel electricity use during 2004 Republican National Convention in New York City



Partnership in Action

Selling Excess Utility RECs

- Nebraska Public Power District – wind RECs
- JEA (FL) – solar and bioenergy RECs
- Lakeland Electric (FL) – solar RECs
- City of Tallahassee (FL) – solar and small hydro RECs





Partnership in Action

Meeting Utility RPS Requirements

Sterling Planet has supplied solar RECs to:

- **Constellation NewEnergy**
- **Constellation Power Source**
- **PPL EnergyPlus**





Partnership in Action

Developing New Renewable Projects

Sterling Planet is now working to develop new sources of renewable energy production:

- **Bioenergy – Big Bear Lake, CA**
- **Bioenergy – Albany, NY**
- **Bioenergy – Jacksonville, FL**
- **Solar – Tallahassee, FL, and many other locations across the nation**



Lessons Learned

- Know utility's business
- Take long-term perspective
- Set the utility up for success
- Be the client's advocate
- Put utility interests first
- Give a la carte options
- Offer value-added services
- Help manage utility's renewable supply
- Focus on both residential and business customers